



Greenhouse Horticulture & Plant Factory Exhibition / Conference

GPEC

Improve!

for the future Horticulture

2018.7.11 Wed. ~ **13** Fri.

Tokyo Big Sight, East Hall

www.gpec.jp

Organizer : Japan Greenhouse Horticulture Association

Sponsors : Ministry of Agriculture, Forestry and Fisheries / Minister of Economy, Trade and Industry / Central Union of Agricultural Co-operatives / National Federation of Agricultural Cooperative Associations / The Norinchukin Bank / National Chamber of Agriculture / National Agricultural Insurance Association / Japan Finance Corporation
Co-Organizer : ATEX Co., Ltd.

Cooperators : Embassies of the Netherlands, Korea, Israel and more embassies or associations related to agriculture.

GPEC is... ...the trade show specialized in greenhouse and horticulture and plant factory technologies. ...business opportunity comes ONCE every 2 years!

This is to invite you to exhibit at GPEC

We are happy to announce you the start of application for GPEC2018 which is the only trade show in Japan specialized in "greenhouse" and "plant factory" technologies.

GPEC will give you 3 merits below:

- GPEC will be your perfect opportunities to meet Japanese agricultural producers and organization** gathering throughout the country. You can hear the needs and impression on your products from Japanese users.
- GPEC will be useful to find reliable Business Partners.** The manufacturers, distributors, and retailers visit GPEC to look for something new. You can find your sales agents or tie-up partners in Japan.
- GPEC will give you the latest information of the Japanese government and trend of the industry.** The exhibition is organized by the Japan Greenhouse Horticulture Association, an organization administered by the Ministry of Agriculture, Forestry and Fisheries. Therefore, a tie-up with organizations related to greenhouse horticulture and plant factories in Japan will be realized through this show.

The Japanese Agriculture market will increase more and more because it is supported by the Japanese Government. We are hoping that as many exhibitors as possible will join us at GPEC, access to big potential Asian Markets as well as Japanese market. It is our aim that this occasion will be an ideal place for exchange between exhibitors and visitors. We sincerely ask you to exhibit your products and technologies at GPEC.

Exhibits Category

Main units for facilities		Incidental facilities, equipment	
Greenhouse & sunlight type plant factories	Artificial lighting type	For greenhouse horticulture	For plant factories (sunlight type & complete artificial lighting type)
Facilities, equipment and materials related to greenhouse horticulture and plant factories			
Seedlings / Systems for raising seedlings / Raising materials / Pollinators	ICT for agriculture	Environmental controller / Various sensors / Measuring systems	Fertilizers / Agricultural Chemical Materials / Natural Enemy Insect Materials / IPM
SPECIAL FEATURE			
Distribution, processing and selling		Leasing / Financing / Support of producers	
Others			
Labor saving technologies	Against for meteorological disaster and heat stroke	Security	Government / organizations / Embassies
Media			

Target Visitors

Agricultural Producers / Entry applicant (Corporations, Individuals)	Owners of plant factory / Entry applicants for plant factory	Agricultural organizations
Government & other public offices / Local governments	Agriculture-related manufacturers	Agriculture-related trading and other companies (Agricultural material companies, etc.)
Food manufacturers / Food-service companies	Distribution-related companies	Students/Others

Show Outline

Show period: July 11 Wed. to 13 Fri., 2018 10:00-17:00
Venue: Tokyo Big Sight, East Hall 1&2 (17,020m²)
Organizer: Japan Greenhouse Horticulture Association
Co-Organizer: ATEX Co., Ltd.
Exhibition scale: 250 companies
Admission Fee: Japanese Yen 1,000
*Consumption tax included, Bearers of the invitation ticket and advanced registration are not charged.

Number of visitors: 42,000 professionals *expected

Schedule

Feb. 28, 2018	Application deadline
Mar. 30, 2018	Payment deadline for exhibit space fee
Mid Apr. :	Distribution of the Exhibitor's Manual and Floor Plan
Jul. 9&10 :	Installation
July 11 - 13 :	GPEC 2018 at TOKYO BIG SIGHT

Sub-Menu

Exhibitor's Presentation

A special stage will be set up in the hall for various presentation such as the introduction of services and new products. You can make strong appeal to the audience. It will be easy to plan tour programs that will lead visitors to your booths after the seminar ends.
Fee : JPY 54,000 per 30 min (including tax)

- Seating capacity : 100 persons
- Attached equipment : projector, screen, seats, speech table, desktop microphone
- * If you need other equipment or facilities, please contact to show management office.



Guidebook Advertising

The official guidebook will be handed to the visitors free of charge. Because it would contain information of the exhibits, seminars and events of GPEC2018.

Advertising Fee

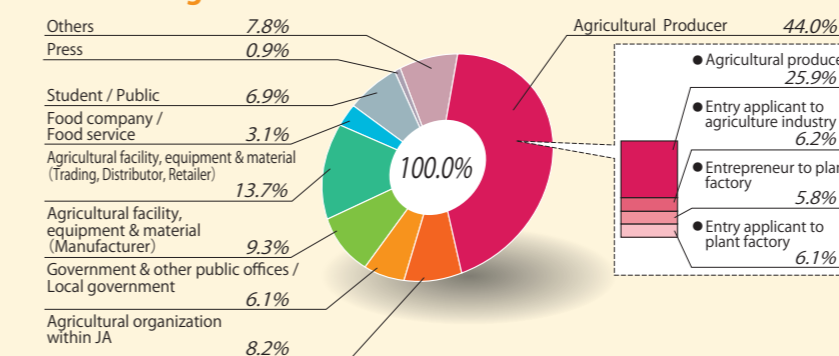
Type	Color	Fee (including tax)
Back Cover	4	JPY 291,600
Inside Front Cover	4	JPY 270,000
Inside Front Cover Opposite	4	JPY 248,400
Inside Back Cover	4	JPY 248,400
Inside Back Cover Opposite	4	JPY 226,800
Inside Pages	1	JPY 86,400

Final advertising material needs to be submitted June 15 2018.
 Advertising Size : 297mm × 210mm
 Please submit your advert in finished form, at the correct size and ready to go to the printer.
 We accept adverts in either of the following formats :
 * An EPS or PDF file with all images (including logos) embedded, and fonts converted to outline.

Statistics of GPEC2016

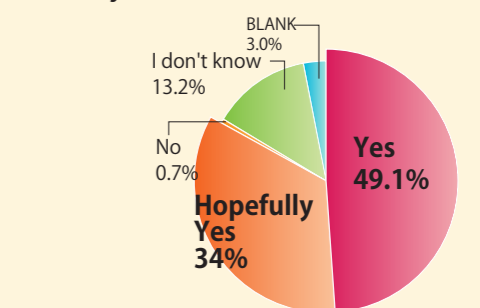
•Period : July 27 Wed. - 29 Fri., 2016
 •Venue : Tokyo Big Sight, East Hall 5-6 (17,020 m²)
 •Exhibitors : 215 *including Co-Exhibitors
 • Number of Visitors : 40,424 professionals*

Visitor Categories Breakdown



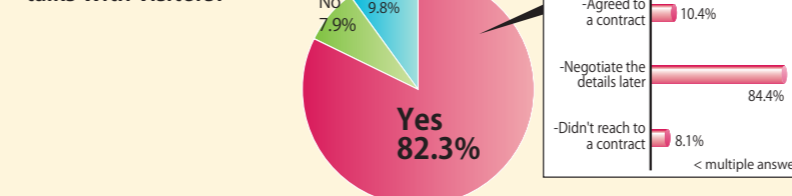
Visitors' Reaction

Would you like to visit the next GPEC?



Exhibitors' Reaction

Did you have any business talks with visitors?



How was the GPEC2016 for your Sales Promotion?

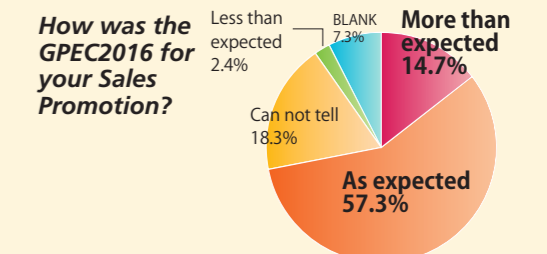


Exhibit Guidelines

1. Exhibit Space Fee (Special rate fee overseas exhibitors only.)

Japanese Yen 345,600 per booth
 1 Unit Booth - 9sqm. (3m(w)×3m(d))
 (8% Japanese consumption tax are included)
 Bank Charge is to be paid by the applicant additionally. Chargeable JPY 5,000 for each bank remittance.

2. Corner booth reservation

When applying for exhibition space, corner booths can be reserved for an additional fee. Japanese Yen 54,000 (including tax)
 - The above mentioned fee applies regardless of the number of booths.
 - If an application is made for four or more booths, then in principle, at least one corner booth will be allocated. Without the above mentioned fee.
 - If the type of booth is not specified in the application, arrangements will be made based on the number of booths, order of application, etc.

3. Application Deadline

February 28, Wed., 2018 (Application will be closed prior to the deadline once all booths are booked.)

4. Application to Exhibit

Please complete the attached exhibition application form and send it by E-mail to GPEC Management Office.
 E-mail : ofc@gpec.jp

5. Withholding or Rejection of Application

In case the management office judges the exhibit inappropriate for this exhibition, the management office may withhold or revoke the application.

6. Payment of Exhibit Space Fee

After the approval of the contents of the application form, the management office will send you an invoice. Please pay your exhibit space fee by **March 30, 2018**.
 *Japanese yen cash remittance only.
 *Bank charges must be paid by applicants. Chargeable JPY 5,000 for each bank remittance.

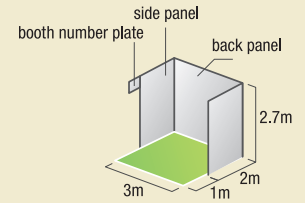
7. Cancellation

Once an application is accepted no withdrawal is allowed as a general rule. If the management office deems it legitimate, however, application may be withdrawn with payment of prescribed cancellation charge.

Date of Cancellation (in writing)	Cancellation Charge
Before March 30, Fri., 2018	50% of Total Exhibit Space Fee
After March 31, Sat., 2018	100% of Total Exhibit Space Fee

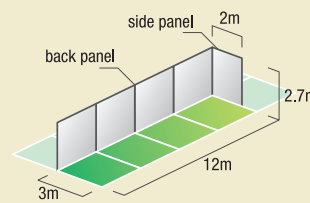
8. Basic Booth

A basic booth is shown on the right. The management office will provide a back panel, side panels and booth number plate. Carpet will not be provided for booths. Panels will not be provided for Island booths. One of the side panels will not be provided for corner booths.

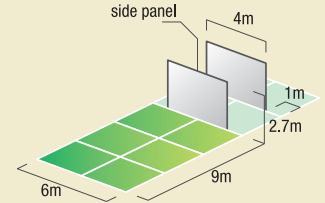


9. Booth Type are available

Three booth types (Refer to application form):
 - Single-row booths, double-row-booths, (applicable for 4 booths or more),
 Island booths (applicable for 12 booths or more (scheduled))



Single-row Booth (Ex. 4 Booths)



Double-row Booth (Ex. 6 Booths)

10. Booth Allotment

The organizer and management office decides booth allocation taking into consideration the exhibits, number of booths and demonstration plans, etc.

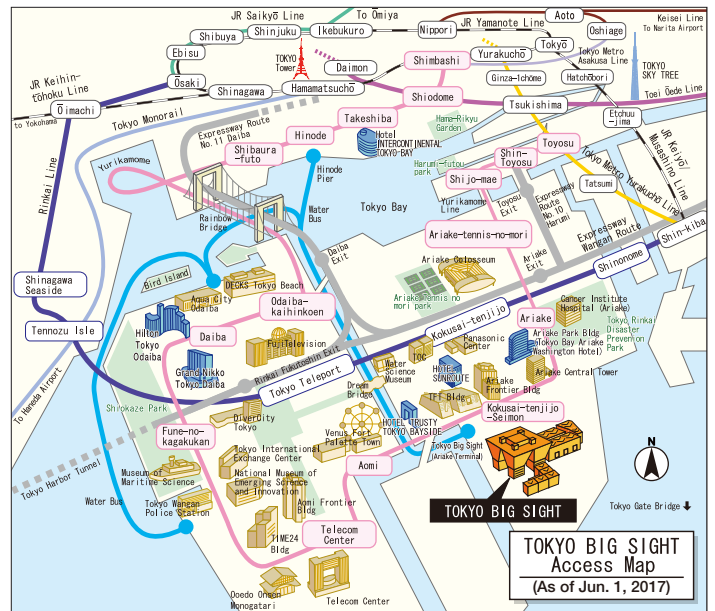
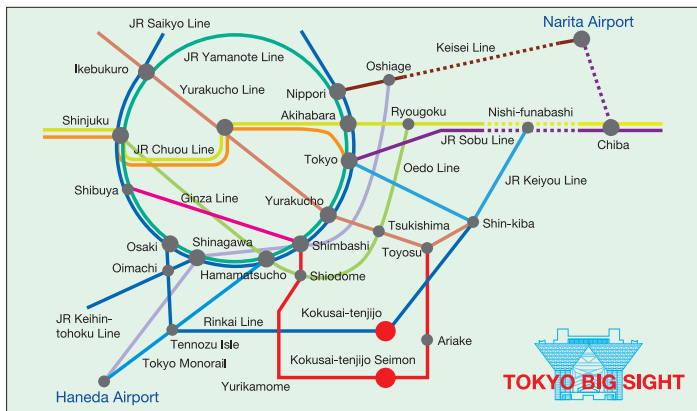
11. Not Included in the Exhibit Fee:

- Booth decoration and operation expenses.
- Installation and usage of electricity and utilities.
- Official guidebook advertising fee.
- Damage insurance for the exhibits, etc.
- Expense for injuries arising during exhibition or while transporting equipment.
- Renovating exhibits and decorations, etc., required by regulations and exhibition rules.
- Other expenses not included in the basic booth.

12. Other Rules

Other details and regulations will be explained in the Exhibitors' Manual which will be sent to applicants later.

Access



Tokyo Big Sight East Exhibition Hall

3-10-1 Ariake, Koto-ku, Tokyo 135-0063, JAPAN
 Tel: +81-3-5530-1111

AIRPORT BUS (Limousine Bus · Keihin Kyuko Bus)

Haneda Airport **about 25 mins.** Tokyo Big Sight (Limousine Bus, Keihin Kyuko Bus)
 Narita Airport **about 60 mins.** Washington Hotel Tokyo Bay Ariake - Tokyo Big Sight

RINKAI LINE approx. 7-minutes' walk from Kokusai-tenjijo Station

Osaki Sta.(JR) **13 mins.** Kokusai-tenjijo Sta. **5 mins.** Shin-kiba Sta.(JR,Subway)

YURIKAMOME approx. 3-minutes' walk from Kokusai-tenjijo-Seimon Station

Shimbashi Sta.(JR,Subways) **22 mins.** Kokusai-tenjijo Seimon Sta. **8 mins.** Toyosu Sta.(Subway)

BUS

Tokyo Sta.(Yaesu Exit,Marunouchi South Exit,JR) **about 40 mins.** Tokyo Big Sight
 Monzen-Nakacho Sta.(Subway) **about 30 mins.** Tokyo Big Sight
 Hamamatsucho Sta.(JR,Monorail) **about 40 mins.** Tokyo Big Sight

EXPRESS BUS (Keihin Kyuko Bus)

Yokohama Sta.(East Exit,JR) **about 50 mins.** Tokyo Big Sight (Keihin Kyuko Bus)

For exhibit applications and further information, please contact:

GPEC Management Office within ATEX Co., Ltd.

4F. Daido Seimei Kasumigaseki Bldg., 1-4-2, Kasumigaseki, Chiyoda-ku, Tokyo 100-0013, JAPAN
 Tel: +81-3-3503-7703 Fax: +81-3-3503-7620 E-Mail: ofc@gpec.jp

www.gpec.jp